



# Proven Solutions for Medicaid Dental

Prepared for the Alabama Dental Care Workgroup • August 31, 2015

# Attendees

## **Glen Feingold**

Executive Vice President and Chief Operating Officer

## **Carlos Lacasa**

Senior Vice President and General Counsel

## **Dr. Philip Hunke**

President of MCNA Insurance Company and  
Past President of the American Academy of Pediatric Dentistry

## **Thomas Suehs**

Consultant and Past Executive Commissioner of  
the Texas Health and Human Services Commission

## **Shannon Boggs-Turner**

Vice President of Operations

# Overview of MCNA

- For over 20 years, the MCNA organization has been a premier underwriter and administrator of dental benefits with a focus on providing exceptional service for **Medicaid, Children's Health Insurance Program (CHIP), and Medicare** members.
- MCNA serves over **3 million children and adults** nationwide, with operations in **Texas, Louisiana, Florida, Kentucky, and Indiana**.
  - MCNA is the sole dental benefit plan manager in Louisiana for Medicaid and CHIP.
  - MCNA administers dental benefits for half of the Medicaid and CHIP enrollees in Texas.
- Founded by Dr. Jeffrey P. Feingold, a Florida-licensed Periodontist and Diplomate of the American Board of Periodontology, we are a family-owned business headquartered in **Fort Lauderdale, Florida**, with regional offices in **San Antonio, Texas** and **Metairie, Louisiana**.

# Quality Assurance Focus

- In 2014, MCNA became the first dental plan in the nation to receive full **Dental Plan Accreditation** and **Claims Processing Accreditation** from **URAC**.
  - Our Chief Dental Officer, Dr. Ronald Ruth, currently serves on the URAC Advisory Board.
- We are certified by the **National Committee for Quality Assurance** (NCQA) in Credentialing and Recredentialing.
- MCNA is a member of the **Dental Quality Alliance (DQA)**, a national organization established by the **American Dental Association** to advance performance measurement as a means to improve oral health, patient care, and safety through a consensus-building process.



# Formula for Success

- The administration of dental benefits using managed care strategies has proven to be the most **effective** and **efficient** approach to providing **quality dental care**.
- The Medicaid population benefits most from the **active management** of their care. MCNA partners with providers to ensure that the financial resources invested by the state are available to pay for medically necessary covered services.
- MCNA uses **community outreach**, including health fairs, enrollment events, and technology resources to directly encourage the utilization of services and to provide oral health education to children and parents.
- Preventing fraud, waste, and abuse and reducing inefficiencies **leads to savings** that can be applied to **improving access to and utilization of dental services**.

# Approach for Alabama

- MCNA proposes a **hybrid model** for Alabama that combines the state budget advantage of capitated payments to a dental managed care organization with the provider friendly Fee-for-Service payment model.
- This hybrid model is a full risk, prepaid dental benefit program management (DBPM) model where the State places the dental benefit program manager “at-risk” for the provision of quality dental services and timely claims payment.
- Providers will be paid on a fee-for-service basis rather than capitation.

# The Dental Home Advantage

- The guidelines set by the American Dental Association (ADA) and the American Academy of Pediatric Dentistry (AAPD) Dental Home Policy promote a **strong relationship between dentists and enrollees**.
- Dental Home providers assess the dental needs of our members, make prompt referrals for additional specialty care, and focus on ensuring preventive care is obtained.
- As past president of the AAPD, Dr. Philip Hunke provided leadership to the organization in the development of its national dental home guidelines.



# Access to Care

- Alabama must ensure that it has a **robust provider network** of General Dentists and Specialists skilled in delivering services to the Medicaid population.
- Dental managed care plans have **expertise** in developing provider networks capable of delivering specialized care and meeting stringent access standards in urban and rural areas.
- Our **strong relationships** within the provider community and **commitment to quality of care** for our members has made MCNA a national leader in dental benefits administration.



# Dedicated Customer Service

- MCNA has integrated call centers in both Florida and Texas, and all Member Service Representatives are cross-trained to handle multiple plans to minimize wait times for our members.
- Our robust training program emphasizes **First Call Resolution** and **Cultural Competency**; MCNA's **solutions-driven** Member Services Department is focused on the member's awareness of preventive services during all initial and follow-up phone calls.
- 75% of our Member Service Representatives are **multilingual** (English, and Spanish or Creole), and we offer translation services in **over 270 languages**.
- Recent Member Satisfaction Survey Results indicated that **99% of our Members** felt that MCNA's Member Services Department was **courteous** and **helpful**.

# Promoting Provider Satisfaction

- Promoting and assuring provider satisfaction is also essential to recruiting and retaining a strong network of participating providers. The dental program must:
  - Provide **state-of-the-art technology** to assist with credentialing, eligibility verification, claims submission, and prior authorizations.
  - Pay **fee-for-service rates** for each dental procedure.
  - Actively **assist providers** in reducing missed appointments and other patient related challenges.

# Targeted Member Outreach

- MCNA utilizes a variety of **education and outreach methods** to increase appropriate utilization, including:
  - An informative and interactive website
  - Social media platforms
  - Targeted outbound telephonic and text message campaigns
  - Appointment reminder postcards
  - Member handbooks
  - Oral health educational materials
  - Health fairs and community events
- Education and outreach approaches are **optimized for accessibility** for the vision or hearing impaired through the use of large-print, audio, Braille, and translation into other languages.

# Increasing Operational Efficiency

- Dental managed care **enhances operational efficiency** by providing:
  - A utilization management program overseen by general dentists and specialists.
  - Nationally accepted clinical guidelines.
  - A proactive quality improvement program to educate members and providers and to maintain benchmarks for clinical outcomes and operational efficiency.
  - Continuous provider support and ongoing education through an array of communications tools, phone hotlines, and dedicated representatives.

# Cutting-Edge Technology

- Additionally, dental managed care plans can provide **technology** to assist with daily administration.
- Dental managed care plans provide **web-based** member and provider portals. This allows providers to:
  - Submit claims, prior authorizations, and referrals.
  - Verify eligibility, view patient rosters, and view dental histories.
  - Download documentation and resources.
- This technology also benefits the state by **enabling ease of oversight** and **enhanced accountability** and **transparency** through detailed reporting.

# Conclusion

- MCNA recommends a **hybrid model** for Alabama which incorporates Dental Managed Care best practices and is a proven solution for states seeking to improve oral health outcomes.
- We appreciate this opportunity to provide input into your process as you evaluate potential options to enhance your Medicaid dental delivery system.